


<b>Search Notes</b>  	<b>Application/Control No.</b>  10690328	<b>Applicant(s)/Patent Under Reexamination</b>  ELBAZ ET AL.
	<b>Examiner</b>  PETER COUGHLAN	<b>Art Unit</b>  2129

SEARCHED			
Class	Subclass	Date	Examiner
706	@pd<19990922 an 48, 53d	1/14/2008	PDC
709	@pd<19990922 and 204, 223	1/14/2008	PDC
706	@pd<19990922 and 45, 46	9/5/2008	PDC
707	@pd<19990922 and 536	9/5/2008	PDC
707	@pd<19990922 with semantic and 3	6/25/2009	PDC
706	@pd<19991101 and 55	1/6/2010	PDC

SEARCH NOTES		
Search Notes	Date	Examiner
East @pd<19990922 and patterns, probability, status, percentage, anticipates, chance, contingences, expects, likely, cost w/click, Lycos, keyword, category, web page, searching, browsing, related, access, advertiser, sponser, previously, match, concept, theme, adjustable, establish, previous, bidding w/keyword, recording, internet, advertise, search engine, vector, cluster, concept, meaning, informon, user w/specific, web w/advertising, alter w/advertising	1/14/2008	PDC
IEEE <2000 theme, concept, keyword, category, web page, searching, browsing, related, access, advertiser, sponser, Lycos, advertise, previous patterns, probability, status, percentage, anticipates, chance, contingences, expects	1/14/2008	PDC
Inventors -- Gilad Israel Elbaz, Adam J Weissman	1/14/2008	PDC
East @pd<19990922 and tilde, search, meaning, connect, link, advertise, keyword, synonym	9/5/2008	PDC
Bing.com Elbaz, knowledge, information	6/25/2009	PDC
East @pd<19990922 and strenght, relationship, between, data, identifying, knowledge, document, use, server, selecting w/meaning, match, candidate, interpretation, bond strenght, semantic distance, meaning, implies, search words, concept	6/25/2009	PDC
East -- @pd<19991101 and first, knowledge, item, meaning, document, collection, term, selecting, associated, strenght, relationship, candidate	1/6/2010	PDC
East -- @pd<20030730 and adsense, keyword, synonym, advertise, web, internet, bidding	5/3/2010	PDC
705/4.ccls. w/@pd<20030730, internet	5/3/2010	PDC

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## INTERFERENCE SEARCH

<b>Class</b>	<b>Subclass</b>	<b>Date</b>	<b>Examiner</b>
USPGPub	Independent claim keyword .CLM.	1/6/2010	PDC

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